Report of the Membership Committee for BOD meeting of April 26, 2011

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As of April 23, 2011, the number and type of NDLTD members is as follows:

53 Institutional Members
  4 Institutional Members (Developing Nations)
  2 Consortium Members
  5 Institutional Non-Members (awaiting payment of dues)
13 Individual Members (Paying $25 per year)
49 Individual Non-Members (No dues, just expressing interest)

From the Institutional Members, \((60+4+2) = 66\) staff have signed up. So, by and large institutional members are not registering additional staff into the system. At some point, we will need to address this. Having more than one person registered is important for continuity.

After some start-up problems, the membership registration and management system is running smoothly. We need to do some fine tuning in time for next year’s renewals, as the renewal notices will be generated automatically from now on.

As reported on the BOD listserv, we applied for membership into Google for Nonprofits program. This membership was approved on April 20, 2011. This makes available to us almost the whole suite of Google Apps for free: Gmail accounts, Docs, Google Earth Pro, Maps, Groups, etc. A very important benefit is that we receive a marketing budget of $330 per day ($10,000 per month) to be used on Google AdWords.

Please note that the marketing campaign comes with some restrictions. Mostly, Google wants to ensure that this is not used for commercial purposes. The ads can only link to pages from the ndltd.org domain. Every ad needs to be approved by Google. Ideally, every ad corresponds to a specific goal we wish to achieve, and each ad has its own landing page that has the information specific for that ad. To put this together, I’d like to work with someone who can edit the NDLTD web site.

I’d like to encourage the whole BOD to submit specific goals worth marketing. Obviously, we want to recruit members, but we also want to increase usage of the ETD Guide (?), NDLTD Union Catalog (?), ETD-L Listserv (?),… By introducing people to these services, we can encourage them to become members over time.

I’ll be focusing on AdWords for the time being. However, the Google For Nonprofits program opens up many other tools that allow us to run the organization more efficiently. For a full list, go to:
If you would like to experiment with any of those tools, please let me know and I’ll create an account for you.

Before all of this becomes available, there is some prep work, which I anticipate will take at least another month, as it involves coordination between Google, Virginia Tech, Hussein, and me to transfer the ndltd.org e-mail service to Google Apps. Some delays will be out of our control, as Google needs to approve some steps, mostly to ensure that things are done right by people who have the authority.